

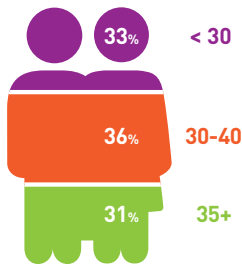
GENWORTH CANADA 2019 HOMEOWNERSHIP STUDY

A SNAPSHOT OF CANADIAN FIRST-TIME
HOMEBUYERS (FTBs) AND WHAT'S
MOTIVATING THEM.

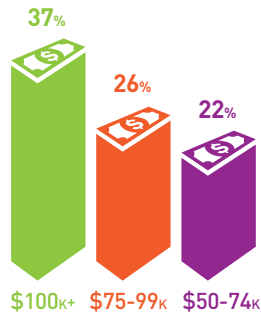


FTB DEMOGRAPHICS

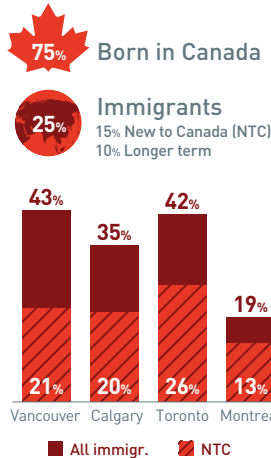
Gender & Age



Household Income



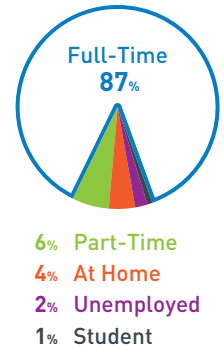
Birth Place



Changing demographics will define the first-time homebuyer market.

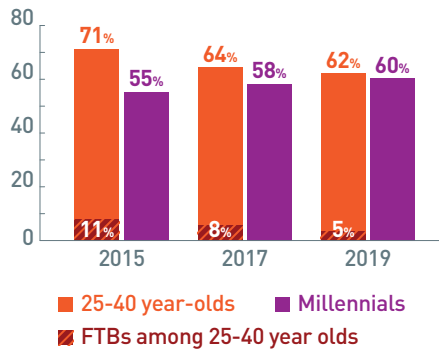
Immigrants now represent a quarter of first-time buyers overall, and more than 40% in Toronto and Vancouver.

Employment

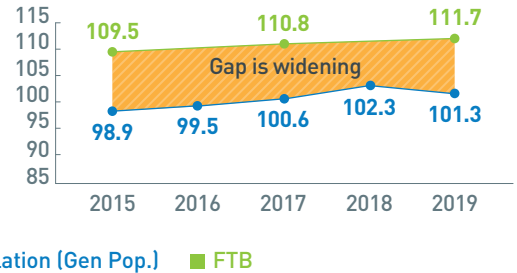
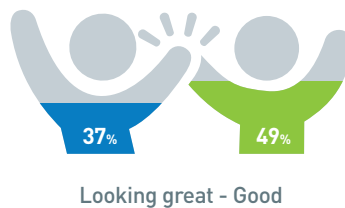


WHO IS BUYING?

Homeownership growth among 25-40 yr-olds declines as aging Millennials top out



FTBs have much stronger Financial Fitness than the national average, and the gap is widening

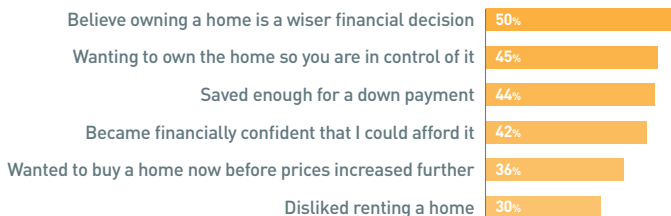


This portion of the study is sponsored in association with the Canadian Association of Credit Counselling Services (financialfitness.ca).

WHAT'S MOTIVATING THEM TO BUY?

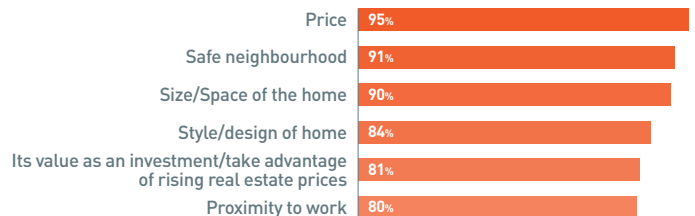
Top motivations for buying include financial decisions and wanting to be in control of their home

- Those more likely to say they believe owning a home is a wiser financial decision include those in B.C. outside of Vancouver (62%), women over men (54% vs. 46%), those under the age of 30 (57%), and those who bought their home with a spouse/partner (54%).



Top home shopping criteria include price, safety of the neighbourhood and the size/space of the home

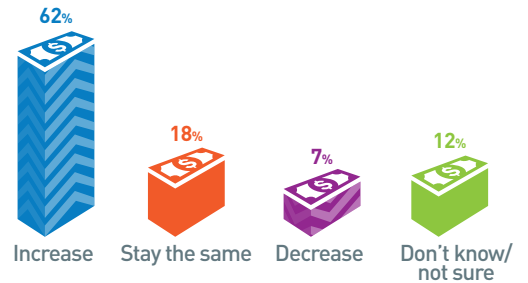
- Those who are more likely to agree price is important include those in Ontario outside of Toronto (98%), women over men (96% vs. 93%), those aged 35+ (96%), and those who bought their home with a spouse/partner (96%).



WHAT'S MOTIVATING THEM TO BUY?

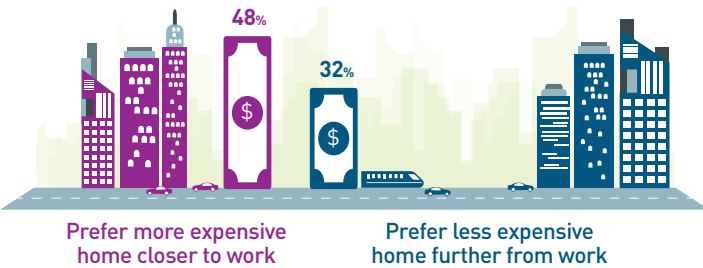
Just over six in ten FTBs feel housing prices will increase in the next 12 months

- **Those more likely to believe home prices will increase include:** those in Toronto (71%) or BC outside of Vancouver (75%), men more than women (65% vs. 60%), NTC immigrants (71%), and those whose down payment is 20% or more (65%).
- **Those who are more likely to say it will stay the same include:** those who purchased a fully detached home (21%), and those who purchased on their own (21%).

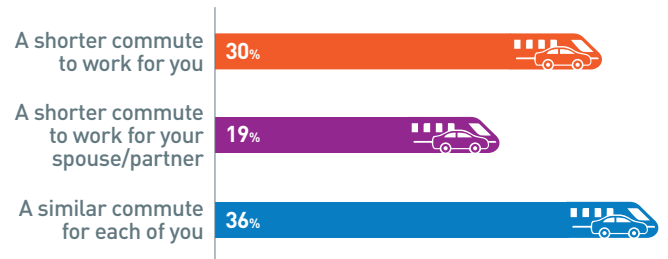


BALANCING COMMUTE WITH HOUSE CHARACTERISTICS

More prefer homes closer to work, even if more expensive or smaller



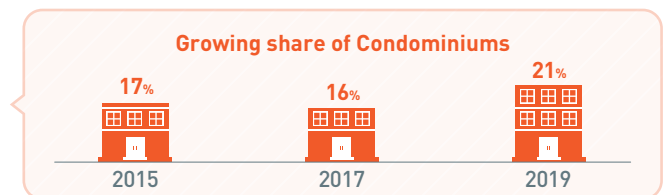
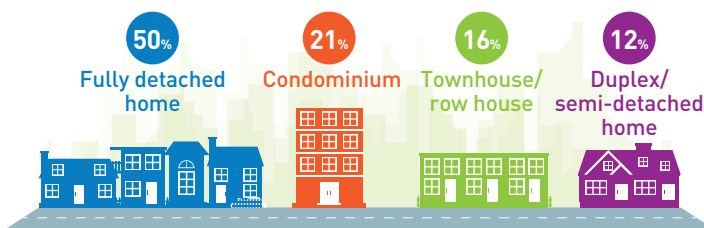
Home location represents a range of commuting compromises for spouses



WHAT THEY'RE BUYING

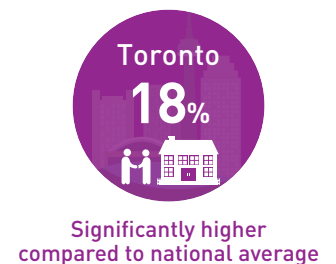
Condominium purchases growing

- **Those with high ratio mortgages** are more likely to have bought a fully detached home (52%), while those putting 20% or more down are more likely to have bought a condo (25%).
- **Those who plan on staying in their current home for less than 5 years** are more likely to have bought a condo (32%), while those who plan on staying in their current home for 10 years or more are more likely to have purchased a fully detached home (58%).
- **Those who bought their home on their own** are more likely to have a condo (31%), while those who purchased the home with a spouse/partner are more likely to have a fully detached home (56%) or a semi-detached home (14%).



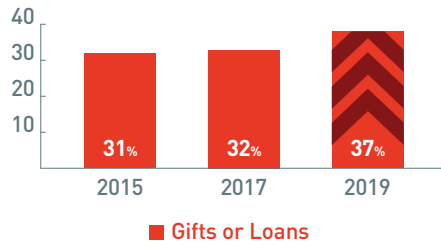
OBTAINING PRE-APPROVALS BEFORE SHOPPING

More say they got pre-approved for a mortgage before shopping for homes



WHERE THE DOWN PAYMENT IS COMING FROM

Bank of Mom & Dad effect increases with more receiving gifts/loans



Half who received a gift or loan say that without it they would have delayed buying a home

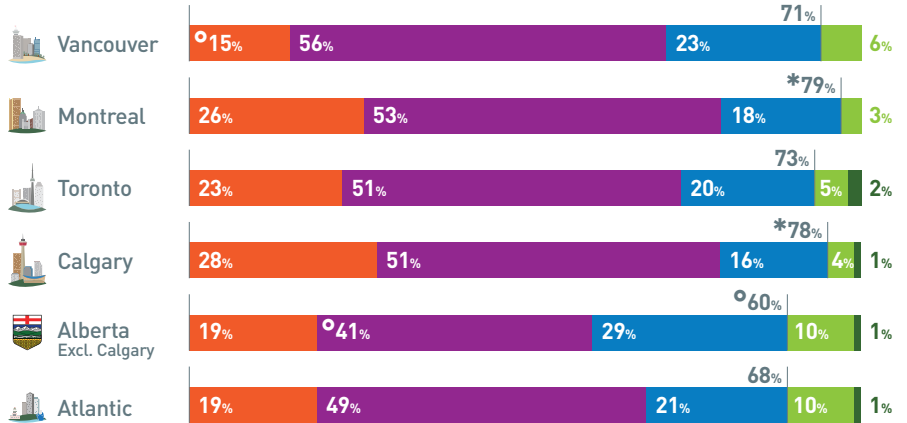
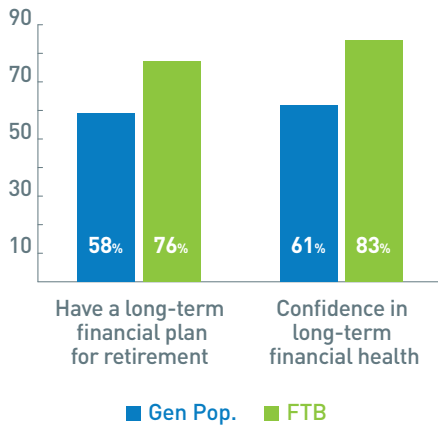
Those more likely to say they would have delayed buying their home to save more include:

- Those under the age of 30 (59%)
- NTC immigrants (59%)
- Those who made a down payment of < 20% (55%)
- Those whose Financial Fitness is Vulnerable (63%)



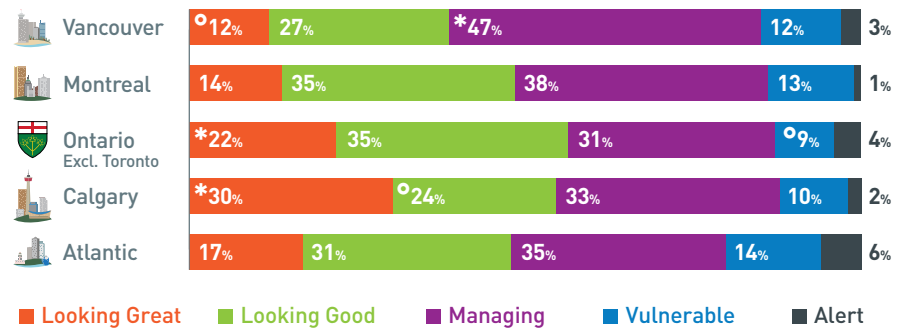
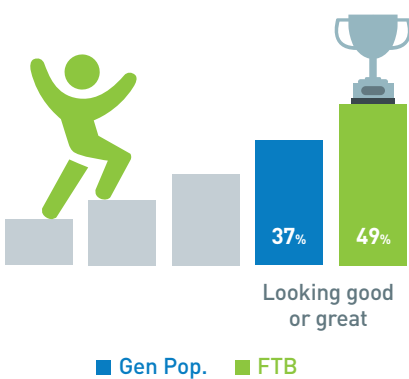
FINANCIAL CONFIDENCE

Stable financial fitness trend



- I am in great financial shape
 - I am in pretty good shape
 - I am neither in great shape nor poor shape
 - My financial fitness is not very good
 - My financial fitness is very poor
- * Significantly higher compared to national average ◦ Significantly lower compared to national average

Half of FTBs say they are Looking Good or Great



- * Significantly higher compared to national average ◦ Significantly lower compared to national average

A survey of Canadians aged 25-40 who had purchased their first home within the prior two years.*

*A total of 1,893 interviews with Canadians aged 25-40 who had purchased their first home within the prior two years. Online interviewing was completed between February 15 and March 15, 2019. Quotas were set to oversample in urban regions with weighting to bring them into overall national proportions.